

# PRINTERS' INK.

*A JOURNAL FOR ADVERTISERS.*

GEO. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

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VOL. III. NEW YORK, AUGUST 27, 1890.

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No. 9.

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YOUR NEWSPAPER  
ADVERTISING?

N. W. AYER & SON,  
NEWSPAPER ADVERTISING AGENTS,  
PHILADELPHIA.

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# THE LADIES' HOME JOURNAL

Has one peculiar feature, viz: its pure tone, its chaste character, and its wholesome moral sentiments. It is quite surprising in this day of light reading and pernicious prints, that a journal of the solidity that this paper possesses, should gain a wonderful popularity in such a brief space of time. It shows, however, that the American people are not wholly incapable of appreciating a sincere effort or a good result. The lesson to publishers and editors, especially that class who imagine that they are compelled to publish vicious trash in order to find a market, is apparent.

## The Ladies' Home Journal

has nearly a half a million subscribers—who know that an untrustworthy advertisement can not obtain admission to its columns. Their confidence is such that many of them will read and answer advertisements found only in the LADIES' HOME JOURNAL.

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CURTIS PUBLISHING CO.,

PHILADELPHIA, PA.

# PRINTERS' INK.

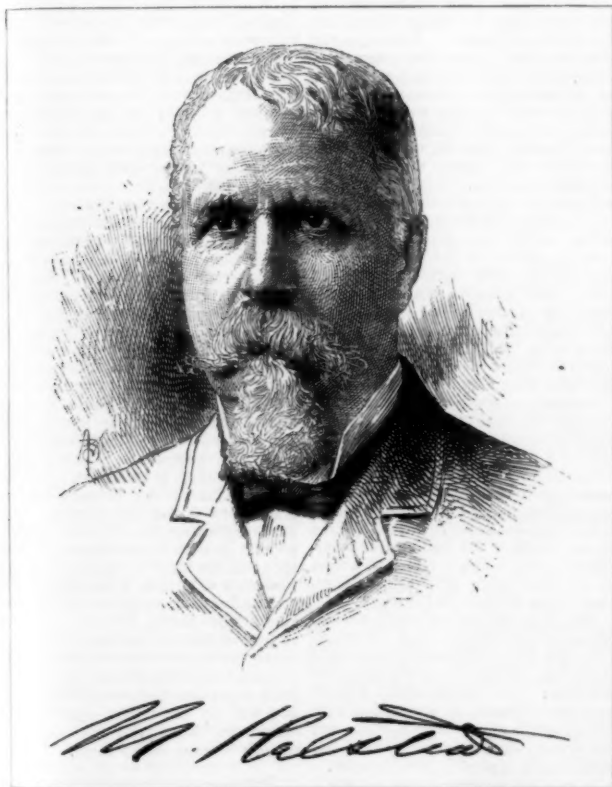
A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

Vol. III.

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**MURAT HALSTEAD.**

Butler County, Ohio, is the birthplace of the chief of the Cincinnati *Commercial*, the precise locality bearing the classical name of "Paddy's Run." He was born there a little over sixty years ago, and spent the

first nineteen years of his life upon his father's farm. Ever since reaching man's estate, he has been actively engaged in newspaper work, and for a considerable time past he has been one of the most prominent as well as picturesque figures in journalism. In 1854 he gained a small interest in the

*Commercial* to which paper he has ever since contributed his best work up to a few months ago, when he came East, to assume the editorship of the Brooklyn *Standard-Union*. He is a vigorous, aggressive writer, and possesses an intimate knowledge of the country's politics during the past half century.

Mr. Halstead first evinced a taste for newspaper work at the age of eighteen, when he began to scribble for the local papers. Although the glimpse thus gained of journalism could hardly have been very attractive, its charms were sufficient to lead him to Cincinnati in 1851 with the fixed determination of earning his living by literary work. He did work for all of the Cincinnati papers, then more numerous than now. His first regular engagement upon a daily paper was in the capacity of news editor of the *Atlas*, which afterward became the evening edition of the *Gazette*. This position he held until Henry Reed came from Columbus to edit the paper. Speaking of this initial engagement, Mr. Halstead says: "I retired just as Reed came, partly because the Whig paper at Butler County had attacked me for writing a letter to the Hamilton *Telegraph*, expressing pleasure at the election of John B. Weller to be a Senator from California. I am not so sensitive now." In fact, he has long since had ample opportunity to become hardened to public attacks, as his strong personality has gained for him many enemies as well as friends. One of the results of this feeling was manifested in the Senate's recent rejection of his nomination by President Harrison to be Minister to Germany.

Mr. Halstead gained much distinction as a war correspondent, his letters from the Franco-Prussian battlefields in 1870-71 indicating his ability in this direction. The portrait which PRINTERS' INK presents in connection with this sketch is an excellent likeness, and the strong, earnest expression of his face is fairly typical of his character.

WINDOW displays of merchandise, or peculiar attractions—properly attended to—can be made a valuable adjunct of the advertising department of any establishment. Not only may the attention and patronage of the passer-by be obtained, but many gratuitous notices in the local columns of the home papers may be secured.—*D. J. McDonald.*

## ALASKA NEWSPAPERS.

The newspapers of Alaska consist of two published at Juneau, and two at Sitka. Of the last named one is issued by the management of the Indian Mission, and serves as a sort of monthly bulletin to inform its friends of the work done and progress made. The other, *The Alaskan*, is owned and edited by Maurice E. Kenealey, a son of the London lawyer who became so widely known as attorney for the plaintiff in the celebrated Tichborne case. Its main circulation is among tourists who visit Sitka on the excursion steamers. It prints a list of the passengers and officers, together with the officials of the territory, and every visitor buys half a dozen or more copies to be mailed through the Sitka Post Office to friends at home. Aside from this sale, which may produce an income of from twenty to thirty dollars a week, it is doubtful if the *Alaskan* has a hundred subscribers. Its contents are meagre. Sitka has about one hundred white inhabitants and possibly an Indian population of one thousand. It is as pretty a spot as human eyes need wish to gaze upon.

Juneau is the metropolis of Alaska, so far as it is possible to make one for a territory one-fourth the size of all the United States, having possibly six thousand white inhabitants in all. Juneau has a resident white population of about a thousand. In the Winter miners crowd in to such an extent as to double the number. The Juneau *Mining Record* is the leading paper. It is well printed and contains about all the local news to be had, set forth in a style that, if not always elegant and amiable, never fails to be readable. The *Alaska Free Press*, issued at Juneau is more conservative, and is consequently not so much sought after.

Alaska newspapers are not of very great importance to the advertising public; but on the whole, opportunities considered, they are all that could reasonably be expected of them.

THE man who claims that style and beauty of display in advertising are not important, might as well claim that men are as much moved by hearing a schoolboy recite "Home, Sweet Home," as by hearing it sung by the sweetest singer. More than the matter is wanted. The manner must be attended to also.—*American Advertiser Reporter.*

## DEVELOPMENT OF TRADE JOURNALS.

"While trade papers do much abound at the present time, the day is not so very long past when trade journalism was represented by only two or three papers," says the *Office*.

"If a man was interested in mechanical matters, whether pertaining to steam engineering, or to building, to electrical science, to railroading, mining or what not, he took one of these papers. If, on the other hand, he was interested in the products of the manufactories of the land, whether of hardware, stoves, agricultural machinery, silverware or vehicles, if he was interested in buying and selling these things as a jobber, or if he was interested in metals and other raw materials which manufacturers consumed, he took another. The fields of these few pioneer papers were broad, their lists of topics were comprehensive, and they had all the business—that is, what little there was of it—entirely to themselves. In the course of time, however, other papers entered upon the work, not in the sense of competing broadly with either of the pioneers, nor upon the plan upon which they were organized, but instead by devoting exclusive attention to some particular branch of business which appeared to be inadequately served by them. Papers devoted to carriages were early in the field. Railroads were soon exclusively represented. The leather business received special attention long before many of the trade papers in other lines, which are now well established, were even thought of. And so we might continue until the history of trade journalism in this country had been written in full. Little by little the broad fields of the pioneer trade papers were encroached upon, just as the broad acres of a country seat are absorbed by the growing aggressive city. Subdivision after subdivision in trade journalism occurred, just as acre after acre of the old homestead comes to be devoted to manufacturing purposes and building lots, until now all the trade papers are specialists, as they should be. At least two of the pioneers we have referred to continue to be published, but not upon the original plan. They do not stand like the old house on the homestead we have used for comparison, as monuments of departed glory and as

relics of a former period. Instead, they have bravely accepted the situation and have become the severest specialists of the lot. They have been changed in form, and in dress, and now appear the most modern of all."

## IN SMALL SPACE.

There are some advertisers who seem to imagine that the use of Roman lower-case letters of pica, or long primer, is only adapted for dry-goods advertisements or other announcements covering considerable space. A series of advertisements, which have been appearing in some of the metropolitan papers, show what can be done in this style in a very few lines. The following, in its original form, occupied only two inches of space, single column:

## ABOUT BIRD CAGES,

No. 16.

Parrot cages are made for parrots—they're "Poll," not "Dickie." Ours are brass, either plain, round, square, or fancy square, with grating and metal drawer; a lower-priced line of plain and fancy square and round and store cages. These have tinned wire and tinned steel rails, or brass rails and tinned wire, &c. Newfastenings—riveted construction. Insist on the HENDRYX.

A part of its effectiveness was due to the fact that it appeared in a position first after reading matter. Another series of advertisements that have attracted some little attention are those of the Remington Standard Typewriter. The following is a fair representative:





10 : 5 :: 20 : 10

Pen : Sword :: R. S. T. : Pen.  
This is another way of saying that as the pen is mightier than the sword so is the Remington Standard Typewriter mightier than the pen.

In the above instance a display effect was obtained by leaving white space top and bottom.

## ADVERTISING FREAKS.

The scoop-net which PRINTERS' INK has out for all matter likely to prove of interest to advertisers, brings to the surface this week some peculiar examples of the art. The cut occupying the top of the adjoining column is, of course, only a section of an advertisement, and was used to draw attention to the merit of a certain make of pianos. The other advertisements explain themselves:

			
Back View	E. JENNINGS, The Famous Hair Dresser, 239 Gay Street.		Gray Hair
His expert barbers always in attendance. Ladies Hair Dressing a Specialty.			



**DAY'S**  
"DYSPEPSIA DISKS."  
GIVE RELIEF INSTANTLY.

CURE QUICKLY ACID STOMACH, DYSPEPSIA, HEADACHE, INDIGESTION, HEART BURN, ROTTEN LIVER.

Try them and be convinced, and if not find out easily as expressed, or if not immediately to try the disks, the price paid will be refunded.

They cannot be faked!

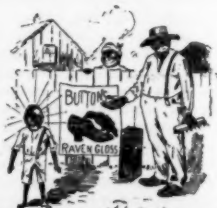
We deal directly with the consumer. The "Disks" are sent securely packed, post paid, to your address on receipt of order.

50 cts. per bottle, or six bottles for \$2.50.

W. L. Day - Wholesale addresses, please make mention of United States or Money Express Order.

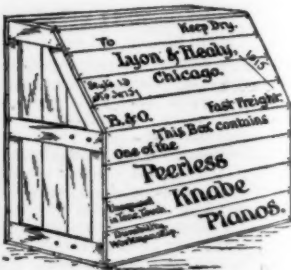
Mail orders to: **WALTER L. DAY,**  
100 N. 10th St., St. Paul, Minn.

## PIANOS.



**MAKES KIDS BRIGHTER,**  
Without injury. As a shoe dressing Raven Gloss has no equal. Coolings off. Makes ladies shoes look new and lasts, and varnishes.

**BUTTON & THURSTON, M'rs, 71 Barclay St., New York.**



**PLYMOUTH ROCK PANTS CO.**

**TRADE ONCE WITHIN OUR GRASP NEVER LEAVES US.**

**OUR ABILITY TO CATCH**  
and hold that which we seek is like the  
**TENACIOUS & RAPACIOUS**  
POWER OF THE GREAT  
**SEA MONSTER.**

# PREJUDICE AGAINST ADVERTISING.

To those who watch the current of human life, there are some things which are as strange as they are inexplicable. For instance, there is the thing known as "advertising." The good doctors who deny each other the right to announce their wisdom in the columns of the newspapers, are never aggrieved if the same purveyor of news mentions certain deeds of theirs with commendation. Thus, let a doctor cut off some one's leg with unexpected *eclat*, and the chances are that the doctor will fall over himself in his haste to get a mention of it in the daily paper. But let him announce, in larger type than caps that he is a winner whenever he tackles measles, and the entire association falls on him tooth and nail and makes life a burden to him. Then, again, on the other hand, let some young doctor of whom no one has heard and to whom a favorable word in the paper would be of benefit, undertake to secure the insertion of such, and down come the advertising rates on him like the locusts came on the Egyptians of old. On this principle we wait until our friends are dead before we say they are good fellows, and the man who would be benefited by a kind word (this is the essence of advertising) is the very man, of all men, who does not get it. — *Toledo (Ohio) Blade*.

## AN INGENIOUS PRESSMAN.

James Gordon Bennett has a way of dropping in to examine the *Herald* at the most unexpected times, and as his visits often result in general "shake-up" and reorganization of the paper's managerial, editorial and working forces, they are awaited with fear and trembling by his employees. On one of these occasions, one of the pressmen, a man who had worked for the elder Bennett, and was an excellent workman, though guilty of an occasional lapse from sobriety, had a bad black eye, and was in a quandary as to what excuse he should offer if Bennett noticed it. Acting on a sudden inspiration, he seized an ink-roller, and rubbed a daub of ink on the side of his face, completely concealing the discoloration of the skin. Presently Mr. Bennett came into the pressroom, and with the superin-

tendent, John Hays, went carefully through, criticising every detail, and looking sharply at each employee. When about to leave, he turned suddenly, and pointing at the besmirched pressman, said: "Mr. Hays, what is that man's name?" The culprit quaked in his shoes until Mr. Bennett said, slowly: "I want you to give that man three dollars per week more wages. He is the only man in the room that looks as if he had been working." — *The San Francisco (Cal.) Argonaut*.

## A GREAT SCHEME.

There is a paper published at Boston, Mass., called *Home and Farm*, I believe. Recently, under the head of "Wanted," appeared something like this: "A. J. D. wants to know where he can get a weaver's reed," but no address. Soon another party wanted the same thing. J. B. Holt wrote the editor that he, J. B., is manufacturing reeds for sale, and that he is the only person in the United States engaged in the business. The editor in his next issue informs "J. B. H." that it would only cost him two dollars to let the world know what he was about, and where he lived. J. B. scratched his head and hit an idea. The editor had a youth's column, and J. B. has an eight-year-old son. So J. B. instructed the boy to write for the paper something like the following: "I am eight years old. I live in Rutland, Meigs County, Ohio. I have a little sister. My father makes weavers' reeds for sale, etc." Off goes the missive, and next week's paper contained it in full. The ruse worked nicely, and soon orders from east, west, north and south came for reeds, all referring to the article in *Home and Farm*. — *Meigs County (O.) Telegraph*.

A FEW days ago, says the *Ceylon Observer*, our readers will have observed that Mr. Wm. Smith, of Dimbula, advertised for "A Second-hand Copying Press." Here is one of the replies he received:

"Sir,— Having read in examiner that you Required a second hand Copying Press

"I beg apply to the Post and I shall thank you what sallery will be given

"your Most OBd servant  
" F. C. GOONEWARD ENE."

## COMMENDATIONS.

THE LAKE BREEZE,  
A. H. S. PERKINS, Editor and Proprietor,  
WHITE BEAR LAKE, Minn., July 15, 1890.  
Editor of PRINTERS' INK:

\* \* \* PRINTERS' INK is a very welcome visitor at this office. I peruse its pages with pleasure and profit.  
A. H. S. PERKINS.

J. C. BARTON & Co.,  
Fine Rubber Stamps,  
NEW YORK, August 18, 1890.  
Editor of PRINTERS' INK:

We have been "constant readers" of PRINTERS' INK for about a year, and have been much interested in the many bright ideas advanced in your most excellent publication. We have decided to do some newspaper advertising.  
J. C. BARTON & Co.

## SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 25c. a line.

## 20TH CENTURY.

## DETROIT JOURNAL.

N. Y. Argosy, 114,000 w.

## FARMERS' CALL, Quincy, Ill.

## THE WEATHERFORD (Texas) CONSTITUTION.

## NEW HAVEN NEWS.—Best advertising medium.

## THE NEWS.—Largest circulation in Kingston, Ont. Over 2,000 daily.

## NEW HAVEN NEWS.—Guaranteed largest morning circulation in Connecticut.

## THE HOUSEHOLD PILOT, New Haven. Monthly circulation over 30,000 copies.

## TRIAL ADS., one cent per line, of seven words. THE TIMES, Rushsylvania, O.

## THE MODERN QUEEN, New Haven. 16 pages. Monthly circulation over 50,000.

## YOUTH'S LEADER, New Haven, Ct. 12,000 m. 15 cents per line. Send for specimen.

## THE MONTHLY GUEST, Cooperstown, N. Y. Circ'n over 50,000. Rates 25c. per line.

## THE PITTSBURGH DISPATCH, vide Geo. P. Rowell &amp; Co., circulates between 50,000 and 75,000 copies each Sunday issue.

## SAN FRANCISCO CALL, the best morning newspaper in California. Unequaled in circulation, character and influence.

## TWENTIETH CENTURY, the elegant and renowned radical magazine, 4 Warren St., New York. Send for sample copy.

## SAN FRANCISCO BULLETIN—estab. 1855—is the leading evening newspaper of California in circulation and influence. Try it.

## PAPER DEALERS.—M. Plummer &amp; Co., of 161 William St., New York, will fill any order for paper—from half a quire to thousand-ton lots.

## PUBLISHERS, who purpose offering premiums this season, should correspond with WORLD MANUFACTURING CO., 122 Nassau St., New York.

## KINGSTON, ONT.—No occupation for the "circulation bar" on THE BRITISH WHIG, for it still leads by several thousands each week any local rival.

SCIENCE, published at New York, N. Y., is one of a select list of journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium.

ADVERTISEMENTS received for leading American newspapers. Files kept three months for examination by advertisers. Address GEO. P. ROWELL & CO., New York.

A NEW Invention (not yet introduced) for Printers; or will trade for a good country office or real estate. Investigate. Address WILL. T. NICKERSON, Worthington, Ind.

ELECTROTYPES.—A large stock of electrotypes of engravings—embracing all subjects—at nominal prices. THE PRESS ENGRAVING CO., 88 and 90 Centre St., N. Y.

THE LORD & THOMAS Religious Newspaper Combination is THE medium for advertisers to reach the best buyers of the West. Lowest rate by all advertising agencies.

NATIONAL TRIBUNE is the only paper published at Washington, D. C., to which the American Newspaper Directory for 1890 accords a regular circulation exceeding 100,000 copies each issue.

THE MEDICAL BRIEF, published at St. Louis, Mo., is one of a select list of medical journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

MORNING CALL, San Francisco, Cal., is one of the 45 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 37,500 and 50,000 copies each issue.

THE AMERICAN ANALYST, of New York, is one of the 100 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate over 25,000 copies each issue. It goes to families.

FASHION AND FANCY, published at St. Louis, Mo., is one of a select list of household and fashion journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

THE EVENING NEWS, Detroit, Mich., is one of the 10 daily publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 37,500 and 50,000 copies each issue.

THE MEDICAL BRIEF, published at ST. LOUIS, Mo., is one of the 100 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 25,000 and 37,500 copies each issue.

THE VOICE, published in New York City, is one of the 23 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

MORNING JOURNAL, published in New York City, is one of the 23 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

THE BRENNHAM BANNER—Daily and Weekly. Only English paper published in Washington County, which contains a population of 33,000. Geo. P. Rowell & Co., Agents, New York. J. G. RANKIN, Proprietor, Brenham, Texas.

THE PRICE of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to PRINTERS' INK for one year. Address: GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to PRINTERS' INK. Address: GEO. P. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.



**THE PHARMACEUTICAL ERA**, published at Detroit, Mich., is one of a select list of pharmaceutical journals recommended by Geo. P. Rowell & Co. The ERA has the largest circulation of any journal to the drug trade.

**WHENEVER** an advertiser does business with our Advertising Agency to the amount of \$50, he will be presented with a complimentary copy of the American Newspaper Directory; a book of 1,450 pages, price \$3. G. P. ROWELL & CO., Newspaper Advertising Agents, 10 Spruce St., New York.

**TEXAS FARM AND RANCH**, a semi-monthly published at Dallas, has, according to the American Newspaper Directory for 1920, by far the largest circulation of any agricultural periodical printed in the State of Texas. Eastern Office—22 Times Building, New York. J. C. BUSH, Manager.

**THE MEDICAL WORLD** (Philadelphia) has a circulation larger than that of any other medical journal in the world. Its books, press rooms and binding rooms are open to inspection at any and all times. Shows all kinds of proof of circulation and invites comparison with any other medical journal.

**ALBANY (N. Y.) DAILY PRESS & KNICKERBOCKER** is one of the papers specially recommended by Geo. P. Rowell & Co. list of representative newspapers. The Daily and Sunday PRESS are recognized as the most popular family newspapers published at the Capital of the Empire State, being independent, newsy and reliable.

**NORWICH, CONNECTICUT**.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country—the newspaper in each place that gives the advertiser the most for his money. On this list THE BULLETIN, Daily and Weekly, is named for Norwich.

**ADVERTISING IN GERMAN NEWSPAPERS** throughout the United States and Canada carefully executed, at favorable prices, and with every advantage as to position, display, changes, etc., by GEO. P. ROWELL & CO., 10 Spruce St., New York City. A complete list of all German Newspapers, with circulation of each, in pamphlet form, sent on receipt of 10 cents.

**JOURNAL, Kansas City, Mo.**—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000;—the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation. THE JOURNAL, of Kansas City, Mo., is included in this list.

**CHRONICLE, Augusta, Ga.**—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000;—the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation. THE CHRONICLE, of Augusta, Ga., is included in this list.

**EVENING DISPATCH, Columbus, Ohio.**—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000;—the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation. THE DISPATCH, of Columbus, Ohio, is included in this list.

**PICAYUNE, New Orleans, La.**—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000;—the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation. THE PICAYUNE, of New Orleans, La., is included in this list.

**ONE** of the most successful advertisers we ever had always ordered his advertisements in this way: "Get the best service you can for me for \$5,000." He left every detail to us. There is no more expensive luxury for an advertiser to indulge in than to tie his agent's hands by getting him to tell in advance exactly what he will do. GEO. P. ROWELL & CO., 10 Spruce St., New York.

**PRETTY** good things you've seen. So've we. But the best thing we have ever seen in one we've just printed. It's called "THE BETTER WAY," but it isn't strictly. If you've sown your wild oats, you'll appreciate it; if you're sowing them, it will tell you how. Just a flyer. Price, 25 cents. We think it worth it. If you don't, send it back, and we'll return you the money. Honest. WESTMINSTER CO., Providence, R. I.

**THE High-grade Illustrated Weekly, THE ARGOSY**, published at 81 Warren St., New York, is used by these leading and judicious advertisers an average of over \$1,000 per year: Starkey & Felen, J. C. Ayer & Co., Scott & Bowne, Peart Soap, Pozzoni, C. L. Hood & Co., Hawkeye Camera, E. & H. T. Anthony, Oliver Ditson & Co., Becham's Pills, W. L. Douglas, I. S. Johnson & Co., Pope Bicycle Co., Scovell & Adams, Plymouth Rock Pants. These 15 Solid Facts are the best evidence of the appreciation in which these firms hold it as a first-class advertising medium. They use it because it brings Trade. "Judicious advertising is the keystone of success."

# WANTS AND FOR SALE.

Advertisements under this head 25 cents a line

## WANTED.

**PUSHING YOUNG MAN** or woman, with \$500, can buy part interest in growing paper, and have good position. "PRESS," Box 3250, New York.

**A DEMOCRATIC newspaperman** with some ready money may hear something to his advantage by addressing E. L. CLOVER, Sec. Dem. Cen. Com., Morris, Ill.

**EVERY ISSUE of PRINTERS' INK** is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for one dollar. As a rule, one insertion can be relied upon to do the business.

## FOR SALE.

**MARYLAND FARMER**, Baltimore, Md. Easy terms. Rare opportunity.

**BARGAIN**.—Well-established Democratic Iowa weekly. Splendid office. CASH only. Best reasons for selling. Democratic town and county. "R." care PRINTERS' INK.

**FOR SALE**—Culpepper, Va., EXPONENT. Only printing office in county of 16,000. Two adjacent counties without papers. Price \$2,000. Address R. T. GREEN, Culpepper, Va.

**GREAT BARGAIN**, for spot cash, or part in clear real estate, THE PLAIN DEALER, Daily and Weekly, whole or half interest, with management, to right party. Only reason for selling, poor health and other business. Address J. H. DUFFUS, Fort Madison, Iowa.

**IF YOU** want to sell your Newspaper or Job Office, a Press or a Font of Type, tell the story in twenty-three words and send it, with a dollar bill, to the office of PRINTERS' INK. If you will sell cheap enough, single insertion of the announcement will generally secure a customer.

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.  
Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements, occupying less than half a page, charged double price. Special Notices, two lines or more, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

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NEW YORK, AUGUST 27, 1890.

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THE *Press*, of Riverside, California, announces editorially that it does not like advertising agents. One of its chief grievances against this class of business men is stated in the following clear and conspicuous manner: "Without a dollar of capital invested, the agent tries to make all the profit there is in the business." Evidently Riverside, California, is not the best place in the world in which to gain an intimate knowledge of the advertising agency business.

SPEAKING of incomplete advertisements, probably as good an example as could be found in a metropolitan paper appears in the *Pittsburg Dispatch* for August 5. Not only is there no intimation in the half-column announcement of the advertiser's line of business, but the statement is made that "everything in the following departments will be sold subject to a ten per cent. discount," and then the writer forgets to add what the "following departments" are.

D. J. McDONALD, the advertising expert of the Detroit clothing house of Mabley & Co., writes as follows: "PRINTERS' INK's small, compact form and the concise, clean-cut character of the contents specially commends it—particularly to busy men. I find it very convenient to slip into my coat pocket and review from time to time as I come and go to and from my place of business." Those to whom the reasons have not occurred for giving PRINTERS' INK its peculiar size may find suggestion in the above.

REFERRING to a paragraph recently printed in PRINTERS' INK, a St. Louis correspondent, writing from the office of the *Jewish Voice*, makes the following statement: "*Das Berliner Intelligenzblatt* is the title of a publication devoted exclusively to advertisements. It appears daily, I believe, and is said to be a paying venture."

ANY weekly newspaper with a large circulation necessarily has its readers scattered over a wide territory. It therefore recommends itself to the advertiser who has not yet laid out a systematic plan of advertising but desires to experiment, perhaps with the idea of ascertaining whether his goods are of such a character as to repay a considerable investment in printers' ink. Monthly publications of large circulation answer the same purpose. If conducted by one who is familiar with the ground such experimenting ought not to prove very costly.

"BEGINNERS and impecunious geniuses" in the literary line have found a champion in a Philadelphia manufacturer, who has organized a publishing company, which is to have for its object the seeking out of "latent literary ability in America," and bringing before the public such books as are found to possess merit, without expense to the author. All this information, and considerably more of the same character, has been sent out to newspapers in the form of a circular, which leads up to the request that the publisher will insert a reading notice of the new concern and look to his "patriotism and interest in our own countrymen" for his pay.

IN the course of an article appearing in these columns last week, entitled "Large Versus Small Papers," there was a suggestion which advertisers are not apt enough to take into consideration in weighing the merits of the country weekly as an advertising medium. It was there contended that in the small paper advertisements of two articles of the same class rarely appear simultaneously. In other words, the advertiser is not brought into competition with a number of other manufacturers or dealers in the same line of business. He has the field all to himself, and the results will be in proportion to the skill with which he cultivates it. On the other hand, the tendency of the big

papers is perhaps best exemplified by the system of classifying advertisements existing in some of the magazines. There one finds contradictory announcements side by side, and the advertisers bear a relation toward one another similar to the retailers in a district where competition is strong. It is a struggle of brains in which the weaker goes to the wall. If one does not feel confident that he can stand the test, he is wise to look for some more quiet district which he will have all to himself. Of course, there is much to be said on the other side, but this makes an undeniably good argument for the local weekly.

THE value of the advertising agency to the advertiser is well indicated in the following circular sent to publishers by E. T. Hazeltine, of Warren, Pa., proprietor of the widely-advertised *Piso* remedies:

We have replies to our circular letter to Canada newspapers in which we asked estimate on advertisement. From these it appears that, very naturally, there is a necessity that our financial standing be established to the satisfaction of the many publishers with whom we propose to deal. In order to avoid the trouble and expense of this proceeding, we have thought best to do the work through a well known advertising agency. Therefore, we have instructed Messrs. Geo. P. Rowell & Co. to negotiate for the publication, in all the weeklies of Canada, of the two electros on which estimates were asked. Trusting that your prices will be such as they can accept, we are, respectfully yours,  
E. T. HAZELTINE.

Of the various morals which suggest themselves to the reader in connection with the above, perhaps the most obvious is the value of an established name and reputation in the advertising business. It is one of the principles of the successful advertiser never to be willing to pay more than would be demanded of another for the same service. The advantages of having previously done business with a certain publisher are manifold, and have an actual money value to the advertiser, in the shape of bottom rates.

#### A FACTOR IN THE PROBLEM.

PHILADELPHIA, Pa., Aug. 15, 1890.

Editor of *PRINTERS' INK*:

I note in your issue of August 13 the remarks of a Montana publisher in which he sets forth his views as follows: "My idea is that the rates for advertising should be governed by the size of the community in which you are publishing your paper and the prosperity which your business men are enjoying, never failing to make these rates fairly remunerative." While I have observed your comments

in connection with this, it seems to me that you might very justly have held up to ridicule such an absurd theory. If we poor advertisers who have succeeded in building up a profitable business are to be made to pay in proportion to our prosperity, we might as well vote to adopt an out-and-out income tax in the first place and have done with it.

CHARLES H. EASTMAN.

What the Montana publisher has said so frankly is true in a more or less modified degree of all newspapers. His theory is nothing more than a vague recognition of the indisputable truth that there can be no fixed rate for advertising space. The advertiser pays no more than he is obliged to, while the publisher compromises on as high a basis as possible. In respect to the tenacity with which he holds to his rates, the latter is influenced by various considerations, among which naturally comes the ability of his customer to pay the price demanded. If the advertiser is known to be doing a good business, and consequently able to pay good rates, the publisher feels himself justified in trying to secure them. Of course the service is no better than it is for the man who gets a substantial discount. This is on the same principle as the doctor who charges his well-to-do patients a certain sum per visit, and accepts half rates from poorer persons or perhaps treats them for nothing. It is true that while all this may enter the publisher's mind, the advertiser can see in it no argument, and acquits himself as a sound business man by making sure that no one gets a lower rate than he.—[Ed. *PRINTERS' INK*.

#### BLOCKING CUTS.

NEW ERA,  
CLINTON, Ont., August 18, 1890.

Editor of *PRINTERS' INK*:

Let me make a suggestion to engravers and others through the columns of your interesting paper. In getting up cuts of various kinds, why not have them blocked to pica size? The cuts used in catalogues often require to be justified, both as regards depth and length, by pieces of lead, when time could be saved if they were made up to pica, as furniture could be quickly handled. Is this not so?

R. HOLMES.

Engravers are notoriously careless in such matters, and the compositor is frequently put to much annoyance in order to rectify mistakes for which he is in nowise responsible. Readers of *PRINTERS' INK* who wish to stand well with the printer will observe the suggestions in the above communication, and hereafter order their cuts to pica measure.—[Ed. *PRINTERS' INK*.

### DON'T LIKE SIGNBOARDS. AN IDEAL FOR PUBLISHERS.

"On Tuesday, July 15, a large board displaying an advertisement of 'Beecham's Pills' was set up on the shore of Bowness Bay, Windermere," says the *London Chemist and Druggist*. "During the night it was pulled down, and two days later another similar advertisement took its place. As there appeared to be a strong feeling in the village against the advertisement, Mr. Beecham's agent sought the services of the police to watch the board, and a constable was put on the duty. About one o'clock in the morning of July 18 he saw two men sail up to the board. One got out of the boat and commenced to saw the posts. P. C. Hastwell tried to capture him, but both escaped. On the following Saturday night or Sunday morning a yacht which had been purchased for the purpose of advertising was boarded, and a hole bored in her, and she sank about eight o'clock in the morning. On Wednesday morning of last week the police watching the board saw, about half-past one, two men row over to the landing where the board was, and one of them got out of the boat and commenced to bore the up-rights with a brace and bit. P. C. Armstrong succeeded in catching him. The other man then left the boat, and came to his companion's assistance, but he was secured by P. C. Hastwell. The police had a severe struggle before overpowering the men, whose faces were blackened. The men turned out to be Mr. Edward Darcy Curwen and Mr. Alan Delaney Curwen, twenty-five years and twenty-one years of age respectively, of Belle Isle, Windermere, and Workington Hall. It is stated that they offered the constables five pounds each to settle the case. They were, however, locked up, and in the morning brought before a magistrate, charged with willful damage, and remanded. Bail was granted in personal securities of fifty pounds each. A committee of the inhabitants has been formed, and the secretary has written to Mr. Beecham asking him to have the obnoxious advertisements removed. On Tuesday, July 29, Messrs. E. D. and A. D. Curwen appeared at the Windermere Petty Sessions, and after hearing the statements of Mr. Squarey, who represented Messrs. Beecham, and the apology made on behalf of the defendants by Mr. Musgrave, the magistrates imposed a fine of forty shillings."

If a newspaper were to ascertain the responsibility of its advertisers, and publish only such announcements as were known to be honest, would not the advantage to advertisers who use their columns be greatly increased, and would not the enhanced commercial value of the space reimburse the publisher for refusing to insert advertisements which could not bear his guarantee? If a good friend, in whose judgment and integrity you have absolute confidence, recommends certain goods to you, and vouches for the reliability of the manufacturer, would you not prefer to bestow your patronage on the subject of so weighty a recommendation? Newspapers claim to be the friends of their subscribers. Some papers, which do not insert any display type, seem to be remarkably well filled with advertising. This would not seem to indicate that the essentials of advertising are grotesque specimens of typography or decorative art. What are they?

The publisher who allows his advertising patrons to make a three-sheet poster of his paper is as badly off as the one who is led a fantastic dance by the commercial phase of the subject. Uniform rates and clean typography are the loveliest ornaments for the advertising department.—*The Journalist*.

### STREET ADVERTISING.

Some time since a Hansom cab was driven at a very rapid pace along the Strand, and passers by observed, to their horror, there were two men inside engaged in an apparently deadly conflict. Fearing that murder was about to be committed, they raised an alarm and some bold individuals rushed to the horse, and brought the animal to a standstill. Thereupon the two persons who, a minute before, seemed to be engaged in a life or death struggle, quietly leaned forward and distributed among the crowd some handbills inviting them to go to such and such a theater to witness a certain performance.—*Phila. Saturday Evening Post*.

A FAIR schedule of advertising rates, honestly lived up to, is better than high rates cut in two—with the biggest half on the outside—for favorite customers.—*Printers' Album*.

Low Estimates.  
Careful Service.  
Reliable Despatch.

**DODD'S** Adv'g Agency, Boston  
265 Wash'n St.

**AUSTRALIAN.** Before fixing up your advertising, we should like you to write to us for an estimate. We guarantee to save you money, for, being on the spot, we can do advertising cheaper than any other firm at a distance. All papers are filed at our bureau, and every appearance is checked by a system unparalleled for accuracy. On application we will prepare any scheme of advertising desired, and by return mail will send our estimate. We desire it to be understood that we are the Leading Advertising Firm in the Southern Hemisphere. Established over a quarter of a century. F. T. WIMBLE & CO., 289 to 273 George St., Sydney, Australia.

## PRINTERS' INK

Contains matter that is  
**Valuable for Future Reference.**

### HANDY BINDER,

Each and every issue for an entire year may be preserved in a compact and convenient form.

The numbers can be easily inserted or removed.

The Binder opens flat, like a book, and when file is completed there is no need of rebinding.

Made in cloth-covered boards, with title stamped in gilt. Sent, post paid, on receipt of 60 cts. Address the publishers,  
GEO. P. ROWELL & CO., 10 Spruce St., N. Y.

ONE OF THE 28.

The American  
Agriculturist,  
OF NEW YORK CITY,

is one of the 28 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between

**100,000 and 150,000**

copies each issue.

Have You Tried

THE  
SPENCERIAN  
STEEL PENS?

IF NOT A SAMPLE CARD of the leading numbers will be sent FREE on receipt of return postage, 2 cents.

THE SPENCERIAN PEN CO.,  
810 BROADWAY, NEW YORK.

## American Newspaper Directory

FOR

**1890.**

Twenty-second Annual Volume.

Fourteen Hundred and Fifty-two Pages. Price, FIVE DOLLARS.

This work is the source of information on Statistics of Newspapers in the United States and Canada.

Advertisers, Advertising Agents, Editors, Politicians and the Departments of the Government rely upon its statements as the recognized authority.

It gives a brief description of each place in which newspapers are published, stating name of county, population of place, etc., etc.

It gives the names of all Newspapers and other Periodicals.

It gives the Politics, Religion, Class or Characteristics.

It gives the Days of Issue.

It gives the Editor's name.

It gives the Publisher's name.

It gives the Size of the Paper.

It gives the Subscription Price.

It gives the Date of Establishment.

It gives the Circulation.

It gives the Names of all Papers in each County, and also shows the geographical section of the State the County is located in.

It also contains many valuable Tables and Classifications.

Sent to any address on receipt of price, by  
GEO. P. ROWELL & CO.,

PUBLISHERS,

(Newspaper Advertising Bureau),  
10 Spruce St., New York.

## NEWSPAPER A BOOK —OF— ADVERTISING 256 Pages, Contains:

DAILY NEWSPAPERS IN NEW YORK CITY, with Advertising Rates.

DAILY NEWSPAPERS IN CITIES OF more than 150,000 population.

DAILY NEWSPAPERS IN CITIES OF more than 20,000 population.

THE BEST LIST OF LOCAL NEWSPAPERS, covering every town of over 5,000 population and every important county seat.

ONE NEWSPAPER IN A STATE: the best one for an advertiser.

STATE COMBINATIONS IN WHICH advertisements are inserted at half price.

A SMALL LIST TO ADVERTISE EVERY section of the country: a choice selection, made with great care, guided by long experience.

LARGEST CIRCULATIONS. A COMPLETE List of all papers issuing regularly more than 25,000 copies.

NINE BARGAINS IN ADVERTISING FOR experimentors.

BARGAINS IN ADVERTISING IN DAILY Newspapers in many cities and towns; offers peculiar inducements to some advertisers.

CLASS JOURNALS. AN EXTENSIVE List of the very best.

6,552 VILLAGE NEWSPAPERS—more than one-half of all the American Weeklies—in which advertisements are inserted for \$48.35 a line and appear in the whole lot.

Book sent to any address for



THIRTY CENTS.

# TO PRINTERS.

## Special Attention

Is called to the following publications  
printed with



- New York CLIPPER, printed with our 25-cent Ink.  
 " PRINTERS' INK, printed with our 30-cent Book Ink.  
 " LIFE, printed with our Fine Cut Ink.

D. Appleton & Co., Gay Bros. & Co., Thomas Kelly,  
 Argyle Press,  
 and other large Publishers, use our Ink on all of their fine publications.

*Our Prices and the Quality of Our Goods  
 defy competition.*

Send for Special Prices and Discounts.

ADDRESS



W. D. Wilson Printing Ink Co., L't'd.

140 WILLIAM STREET,

NEW YORK.

# The Brooklyn Standard-Union.

~~~~~  
MURAT HALSTEAD, EDITOR.  
~~~~~

THE LEADING  
REPUBLICAN DAILY OF LONG ISLAND.

---

The most newsy, enterprising, and progres-  
sive Newspaper in the City.

---

*The first to employ the Linotype Machines.*

---

THE  
STANDARD - UNION

Is without a rival in the character and  
purchasing-power of its readers.

---

ADVERTISERS

Will do well to remember this important  
element of value.

## Remember

As you lay plans to increase your business this Fall, that it will be wise to enlist the aid of our fourteen papers, which go every week to over **260,000 homes**, where

They are cherished for the doctrines they teach.  
 They are consulted as authorities on religion.  
 They are read for counsel given in home affairs.  
 They supply current news shorn of objectionable matter.  
 The indorsement of their columns is of the greatest value to advertisers.

Here's the summary of the whole matter:

<b>Sunday School Times.</b>
<b>PHILADELPHIA.</b>
Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger.
Episcopal Recorder.
Christian Instructor.
Christian Statesman.
Christian Recorder.
Lutheran.
<b>BALTIMORE.</b>
Baltimore Baptist.
Episcopal Methodist.

The Short Price

1 inch Circle in These 14 Weeklies		
1 time.	1 month.	1 year.
\$32.00	\$119.04	\$346.54
Over 260,000 Families Are reached Every time. Try it.		

The Short Story

One Price Advertising	
Without Duplication of Circulation	
HOME JOURNALS	BEST WEEKLIES
Every Week	
Over 260,000 Copies	
Religious Press Association Phila	

To know more, address

The Religious Press  
 Association,  
 Chestnut & Tenth Sts., Philadelphia, Pa.  
 (Mutual Life Building).





# The Post Intelligencer,

SEATTLE, Washington.

—\*~\*~\*—

THE POST INTELLIGENCER covers a valuable field, being the leading paper, and reaching every City and Town of prominence in the State.

## CIRCULATION.

DAILY,	-	-	-	10,000
SUNDAY,	-	-	-	10,500
WEEKLY,	-	-		12,000

A. FRANK RICHARDSON,  
SPECIAL EASTERN AGENT,  
13, 14 & 15 Tribune Building, 317 Chamber of Commerce,  
NEW YORK. CHICAGO.

# THE HOUSEWIFE

Handsomely Illustrated and Devoted to

FICTION



Fiction,  
Fashion,  
Flowers,  
Fancy Work,  
Home Decoration,  
Art Needlework,  
Stamping,  
Painting,  
Designing,  
Cooking,  
Housekeeping;  
in short, everything per-  
taining to  
Woman's Work and  
Woman's Pleasure.

## THE HOUSEWIFE

Subscription List, owing to very liberal advertising, will soon reach the **200,000** mark. Line rate will then be advanced to **\$1.00**. Send in your orders now and get the benefit of the present low scale of prices.

**PRESENT ADVERTISING RATES.**—Ordinary displayed advertisements, **80 cents** per agate line.

**DISCOUNTS.**—3 months, or 100 lines, 5 per cent.; 6 months, or 250 lines, 10 per cent.; 12 months, or 500 lines, 20 per cent.

**COVER RATES.**— $\frac{1}{4}$  page (170 lines), **\$100.00**;  $\frac{1}{2}$  page (340 lines), **\$175.00**; 1 full page (680 lines) **\$300.00**.

**COVER DISCOUNTS.**—3 mos., 5 per cent.; 6 mos., 10 per cent.; 12 mos., 20 per cent. Bills payable monthly. Cash with order from advertisers unknown to us.

**HOUSEWIFE PUBLISHING CO., 111 Nassau St., New York, N. Y.**

Advertisements accepted through any responsible Advertising Agency.

## COST OF CATCHING CUSTOMERS.

IT MAY BE OF INTEREST to the readers of PRINTERS' INK to know the comparative cost of getting mail orders. Last spring a firm offered for sale, through an advertisement in a list of papers, a twenty-five-cent package of household goods that would bring, in many cases, a second order and secure a regular customer. The advertisement was first set to occupy a space of 70 lines; but afterwards the same matter was reset in a more novel and attractive manner, reducing the space to 53 lines, in which latter form it was considered the better puller.

A different box number was used for each paper, and a correct record was kept of all replies received, the following being a guaranteed copy, and can be sworn to as being correct. In compiling the table there has been used the regular ONE-TIME advertising rate in force at that time, and the circulation actually claimed by them, and on this basis have been obtained the results here given:

NAME AND OFFICE OF PUBLICATION.	Circulation claimed each issue.	Rate per line.	Lines used.	Times.	Total cost of Adv't.	Number of answers received.	At 25c. amounting to	Actual cost of getting each order.
1. Comfort, Augusta, Me.....	201,000	\$ .73	70	1	\$32.50	1,137	\$284.25	.04617
2. Ladies' World, New York.....	227,000	1.00	53	1	53.00	547	136.75	.09699
3. Our Country Home, N. Y.....over	100,000	.60	53	1	31.80	244	61.00	.19002
4. People's Home Journal, N. Y.....	125,000	.80	53	1	42.40	316	79.00	.13414
5. Farm & Fireside, E.&W. Ed., Phil. & Ladies' Home Companion } Spg. Jover	800,000	2.15	53	1	113.95	806	201.50	.14137
6. Home, Boston .....	50,000	.30	53	1	15.90	112	28.00	.14196
7. National Tribune, Wash. Spec. Ed'ns..	250,000	.70	53	2	74.30	431	107.75	.17213
8. Housekeeper, Minneapolis.....	120,000	.75	53	1	39.75	228	57.00	.17434
9. Allen's Lists, Augusta.....	1,000,000	5.43	70	1	379.00	2,132	533.00	.17729
10. Home Cheer, Lynn.....	200,000	.80	53	1	42.40	235	58.75	.18042
11. Housewife, New York.....over	100,000	.80	53	1	42.40	176	44.00	.21632
12. Mo. Republic, St. Louis.....Special	200,000	.60	53	1	31.80	61	15.25	.52131

For comparison's sake, numbers *one* and *nine* can be taken, where a medium with a circulation of only *one-fifth*, and costing about *one-eighth*, has brought over *one-half* as many answers, each costing less than *one-fourth* as much, number one being the only paper in the entire list showing a direct profit on first orders. "COMFORT" will reach three-fourths of the entire population of the country. ANY ONE having articles they wish to introduce into the homes of 45,000,000 people, living in the rural districts, will find "COMFORT" an excellent medium to put on their list. There is a heavy gain in its subscription list. Its monthly circulation will be half a million the coming year. Commencing with September, rates are \$1.50 per agate line; after OCTOBER 1, \$2.50. Published by THE GANNETT & MORSE CONCERN, AUGUSTA, ME.



"The trash that newspapers do print nowadays. I must cut these scandalous things out before my daughters see them."



"Great Scott! I declare there isn't a single thing left except advertisements!"—*Grip.*

Writer—I would like to get into the "Atlantic!"

Cynic—Let's go down to Coney!—*Chatter.*

Miss Gushly—Do you like poetry? Mr. Comps—You bet I do! It's the fattest copy we get in the composing room.—*Grip.*

Editor Herald—Will you please inform me how "Tolstoi" is pronounced.

CONSTANT READER.

Bad.—*Whiteside Herald.*

"I wish you would quit trying to poke fun at me," as the editor said when the amateur humorist thrust another bundle of bad jokes into the sanctum.—*Epoch.*

Friend—Let me suggest an arrangement by which you can prevent your articles being returned.

Author—Well?

Friend—Don't inclose any stamps.—*Light.*

There is something suspicious about the anxiety of the Buffalo newspapers to have the police patrol wagons covered so as to hide their passengers from view.—*Rochester Union.*

Office Boy—The gentleman that wrote "A Morn in June" was around for his check, sir.

Editor—Next time he calls, tell him I'm out, and to come around some morn in January next.—*Chatter.*

When a young woman is murdered the sensational daily paper refers to her as "beautiful, with a wealth of golden hair." Then it hunts up the homeliest cut in the office and prints it as a portrait of the murdered woman.—*Norristown Herald.*

Well Qualified.—She: Who is that sad-looking gentleman over there with Miss Jones?

He—That is C., the humorist of the N. Y. *Howler.*

"Why, I never heard of him before."

"He's been lately promoted. Used to write the obituaries, you know."—*Yankee Blade.*

"I am glad to see you, sir," said the widow to the editor. "Your obituary of my husband was beautiful. I wish he could have lived to read it."—*New York Sun.*

Beautiful Maiden—I have here a little poem; the only one I ever wrote.

Over-Sensitive Editor—Then, my dear madam, I haven't the heart to take it from you.—*Puck.*

A stingy Brooklyn merchant, who had a class in Sabbath school, asked: "What is solitude?" and was visibly disturbed when a miserable boy answered: "The store that don't advertise."—*Ex.*

Quills—Don't you dread the dog days?

Fenner (of the *Morning Rostrum*)—No; they don't make any difference with us. Our paper is muzzled, you know.—*Boston Post.*

A woman in Allenford fell dead while giving her husband a curtain lecture. The local paper hasn't room for her "last words" without crowding out six columns of advertisements—hence they will not be printed.—*Norristown Herald.*

Husband—How about that batch of funny matter?

Wife—It all came back.

Husband—And that article on "How to Write Jokes?"

Wife—It was accepted.—*New York Sun.*

A BOSTON preacher, in speaking of the danger of permitting the Bible to be crowded out by the newspapers, perpetrated the following pun: "Men, nowadays," said he, "are like Zaccheus—desirous of seeing Jesus, but cannot because of the press."—*Printer's Circular.*

Customer—You advertise pants made while you wait; but I've been waiting three hours and you don't seem to have 'em ready yet.

Tailor—You'd prob'ly find it more comfortable to wait around home; they'll be ready day after to-morrow.—*Smith, Gray & Co.'s Monthly.*